

THE ORIGINAL

# Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

VOL. I, NO. 49

Boyes Hot Springs, Calif.

Friday, June 1, 1956

By mail: \$1 per year. Pickup, free.

## Primary Election Time is ripe

(OR MAYBE THIS HEAD IS BETTER!)

## The Luscious June Hay Crop is ripe in the Valley of the Moon

Perfect weather Memorial day brought out a record number of visitors to the Hot Springs area, with swim pools especially getting a big play. Taverns and eating places also had record patronage. All of which is a good indication that this year will bring this resort and recreation center well back toward the popularity it enjoyed during the war years.

**SHOW PLACE OF GLEN ELLEN** is the Amantes' "Town House Supper Club." Buffet Supper, Floor Show, Dancing, Cocktails. **OPENING NIGHT!** Everybody's going at 6 p.m. on Friday, June 15. (And we won't be home until morning . . . "

There was a dearth of flag display Decoration day. Didn't see a half dozen in the whole lower Valley. Maybe we will think of this and when the Fourth of July arrives everybody show a little more of the old-time patriotism.

**SONOMA GROVE, Hiway 12.** Italian food at its finest, but everywhere you may wish is here for you. Cocktail bar.

Two women who had once been neighbors met on the street after not having seen each other for several years. "My," said one, "I would hardly have known you . . . you look so much older."

"I wouldn't have recognized you, either," said the other, "except for your hat and dress."

**Bad officials are elected by good citizens who do not vote. Graduation gifts at VALLEY WATCH REPAIR, Boyes Hot Springs.**

That "perfect" paper we boasted of about three weeks ago just wasn't perfect. Our severest critic discovered an error in a paid ad which we had overlooked. So we'll have to redouble our efforts toward attaining that "perfect" score which eludes most newspapermen all their lives.

**DONOVAN'S IRISH INN, opp. Bath House. Short orders, wine, beer. Corned beek sandwiches daily, dinners on weekends.**

Sometime maybe we'll learn to confine our occasion wagering to football, baseball and elections. Haven't done well, ever, in boxing and horse races. On elections we're rather certain that Estes Kefauver will take the California primaries next Tuesday, but not by too wide a margin over little Adlai. But of course neither will get anywhere next November even if he wins the democratic nomination at the Chicago convention, which is extremely unlikely. Results in the more or less local races are already a foregone conclusion.

**MIKE & ROSE'S BOYES SPRINGS STORE. Specials on meats of finest quality, last three days each week. Try our steaks.**

We all eat bread. Bread our mother baked was wonderful when hot right from the oven, but we never liked it much the next day. Our little town's bakery made bigger loaves, so light we kids called them "made mostly of wind," but it was better bread than can be bought now. You got a big loaf for a nickel, and they never worried (nor did the purchaser) if it was 12 or 16 ounces or what. Their angel food cake also was lighter than any you can buy or bake now.

Everybody has his favorite brand of bread. If we all liked the same product, there'd only be one on the market. Our conclusions: Kilpatrick's raisin bread has the most raisins in it. Poppy seed bread suits us best in the white variety. Locally baked bread is at its best from the Woodleaf, and there's a french bread bakery in Sonoma that puts out a good loaf. We bake our own johnnycake (corn bread to you) right at home.

**B & L LAUNDROMAT, Fetters. Bring your washing here during the summer months. No labor, fast service, clean clothes!**

Remember a letter we printed last week from a "Democrat?" Apparently he liked the way we treated the letter, 'cause this week we got a dollar from him for a year's subscription. You too can get Moonbeams mailed to you or sent to a friend or relative living elsewhere for just a \$1 bill.



**GEORGE'S MEATS**, at Boyes Springs Food Center. Highest grade meats, cut to your order. Hot weather cold slices.

That old Cranston hand-fed press which we bought about 10 years ago and which has printed the Valley of the Moon Review ever since has been replaced by a mammoth web press fed from rolls of paper. The Starks found it couldn't do the work required of it any more, so out it went, Bob Clouse doing the heavy work of removal.

Bob's now working for Western Airlines at the International airport at San Francisco, but continues to take care of all customers of his moving business. For free, Bob does a lot of work for various local organizations in the way of moving tables, benches and chairs to and from celebrations, barbecues, etc.

**DENNY'S C O G CLUB**, Boyes. Sportsmen gather here every day and evening. They feel at home. So will you.

Effective today, you're paying more for your particular variety of liquid refreshments. Beer price has been raised by the wholesalers, but most of the retailers are absorbing the extra cost, but have boosted prices on wines and hard likker specialties. Reason: They say it's been getting harder and harder to make any profit at the old prices.

**ROSS VALLEY ADVERTISING Agency** serves Sonoma Valley on request. Owners admit there's **NO PLACE** like the Valley of the Moon! Resort promotion: brochures, menus, ads, even television! Call Glenwood 4-5243 **COLLECT** for appointment.

You're getting along in age when you can remember the evolution of the washing machine. Succeeding the washtub and scrub board came a small gadget something like an inverted funnel on a stick, the "funnel" somewhat perforated and with which you squashed a tubful of clothes up and down till clean. This wasn't too successful. Then came the rocker-type washer and a whirling type which you operated by turning a big wheel. Took us 15 minutes for each tubful when a kid, and we didn't always go the whole 15 minutes. Fudged a little.

But with electricity this hand turning came to an end, and the age of the new machines came, together with wringer attached; following rather closely came the fully automatic machines, with dryer either separate or combined. Now all the busy housewife has to do is sort out the stuff, add proper detergents or soap, and go and watch television.

**BOYES SPRINGS FOOD CENTER.** You'll find your every food need here. Serve yourself, and pay less. Take-out license.

Addenda on that bread item: The missus likes the newly discovered "made in Boyes" bread so much that she's eating more bread than ever before. Says she's afraid it'll put added pounds on her, but doesn't care too much 'cause it's so very good.

**MENDEL'S CAFE, Boyes Plaza.** Noted for well cooked food, with quality mixed drinks, excellent service always. You'll like it.

All the resorts are now open and going great. Verdier's got off to a good start when it opened recently. It offers a fine orchestra each Saturday night. The swim places along Warm Springs road have had wonderful patronage since opening. All the local resorts report huge Memorial day patronage. Little Switzerland is entertaining 600 Swiss from the city this coming Sunday, with their own Swiss orchestra and much variety of dancing, eatables and such. And the golf course had its biggest day Wednesday.

**GLEN ELLEN LIQUOR STORE.** On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

He mumbled a few words in church; he was married.

He mumbled a few words in his sleep; he was divorced.

It's **SONOMA FURNITURE MART** for the best in furniture. We'll trade, too. A big floorful for your selection. Drop in and look.

Although some improvement has been made in postoffice money order application procedure, government forms of every description remain the most distracting and poorly designed of any used by businessmen. There is a government printing office and you'd think the highup officials would call in some good printers to help design the forms used, but apparently they don't have sense enough to do that. No ordinary man, for instance, can make out his income tax blank correctly. That's why our tax consultants are making more money nowadays than they ever did before. In fact, it's almost a brand new profession. And the end isn't in sight. The forms get worse and worse.

**RUSTIC INN, Glen Ellen.** An unusual tavern with real old-time atmosphere. Bring your guests here—for a change!

We learn they're going ahead with a new museum for Jack London square in Oakland, to go along with other doodads related to the fact that Jack once lived there for a while. But why do we let 'em get away with it? Jack London lived here for quite a few years, died here, and was familiar all over the lower Valley. Why don't we get together and get a state park named for London, and really show the world he was appreciated among his homefolks?

**YOU'LL SAVE** by buying all your food needs at the **WOODLEAF MARKET, Boyes.** Prices always the lowest in the Valley.



SWIPED FROM SPEEGLE'S COLUMN in S. F. News:

Roar it out! Pour it out! Belt it out! Pelt it out!

Hurl it off ere they twirl it off! Be repetitious! Get the fishes!

Quick Herschel—the COMMERCIAL!

**BOYES VARIETY STORE.** Headquarters for just about everything for the home, yard, garage. Cards. Gifts. Utensils.

We don't think much of strikes as a weapon to secure more wages for the labor unions. When can't they put up their disputes with the bosses to arbitration, as they used to do, and keep on working while a settlement is being negotiated? The current strikes of cemetery workers and embalmers is a terrible thing—and we're not alone in thinking that ghouls and grave robbers wouldn't stoop so low.

**PAUL'S RESORT, Verano.** Banquet facilities deluxe. Dancing, Dining. Paul at the organ. One-stop resort. Swim pool.

Lest you forget—next Tuesday is primary election day, and many federal, state and municipal offices and the banks will be closed. All taverns and take-out places will be closed from 7 a. m. to 7 p. m., so govern yourselves accordingly.

**BANCROFT NURSERY, Sonoma.** For shrubs, roses, fruit trees, grapes, berries. Also fertilizers, insect repellents.

**BIG SWISS PICNIC** Sunday, June 3. Swiss orchestra. All day dancing and fun. Swiss food. Dancing all day. You'll like it.

You know about Gerber's baby foods. We met Dan Gerber Sr. Many years ago in Fremont, Mich., where he ran a little cannery, canning mostly beans, which grow in profusion all across Michigan. Just a little old bean elevator and cannery. Then he got smart. He started in on baby foods, grinding up various vegetables and fruits (now they're using meat too) and slowly developing a market for his products. Dan's gone now, but his son has carried on, and Gerber's is just about the best known of any similar product.

**ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971**  
**Prescription Specialists      Veterinary Supplies**

Sonoma Mission Inn has been the scene of several large gatherings lately, with a whale of a crowd coming in for Memorial day. On June 6 the San Rafael Tennis club has scheduled a tournament and banquet at the local hostelry.

**OUR RESORT, El Verano.** Draft beer on tap. Stein Club headquarters. Harvey and Melina on duty. Our mixed drinks are good. **MANCUSO WINES**, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, better than most.

2011.1.49

While doodling the other day, we started to list the things you still can buy for a nickel. There aren't many. You can get five sticks of gum, a package of lifesavers, a half-size box of crackerjack or candy bar, and that's about all. Stamps are still under a nickel for ordinary mail, but will be going to 4 cents any time now.

**POWDER BOX BEAUTY SHOP, Arnold drive near Eldridge. A modern shop, experienced operators. For appointment call 8-2673.**

Sunday, June 23, the Santa Rosa Lions club will stage its annual installation of officers and ladies' night banquet at Sonoma Golf and Country club. The Santa Rosa club was the original sponsor of the Valley of the Moon Lions.

**MOVING and STORAGE. CLOUSE DELIVERY SERVICE. WE 8-2467, Sonoma. BOB CLOUSE, Your Friendly Mover.**

**FOR — REDWOOD HANGING BASKET or PATIO PLANTER**

**Mail \$1.55 to P. O. BOX 398, EL VERANO, CALIF.**

Tom: "Say, Bill, how did you get that swelling on your nose?"

Bill: "Oh, I bent down to smell a brose in my garden."

Tom: "You mean a rose, don't you? There's no 'b' in rose."

Bill: "There was in this one."

**EL DORADO HOTEL, Sonoma. Italian food at its best. Club dinners and banquets. Varied menu—all good. Cocktails.**

**TOWNSEND'S—Next to Bank of America, Sonoma. Shoes for the entire family. Specializing in work and sports clothes.**

Among insect pests, our greatest abhorrence is something called an earwig. Never saw one till we came to California, and don't care if we never see another. Florida's field roaches aren't very delightful either.

**FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain, too.**

**DEMOCRATS: Vote your Stevenson-Kefauver choice, but for the State Legislature support Assemblyman Dick McCollister.**

All that stretch of pavement alongside the Woodleaf market has being smoothed up in the last week. Just in time for the big pancake and sausage breakfast being staged Saturday by the Lions club at the Woodleaf parking lot. You can get a bargain in good eats for only a dollar, 50 cents for the kids, and you can stay for the big fashion show and later some free bingo with several hundred dollars' worth of merchandise prizes. Proceeds go to the Lions fund for help to blind persons. Take the whole family.

**BUD'S GARAGE, Calle del Monte, opp. Food Center, Boyes. Your best bet for car repairs, all makes. Phone WE 8-3971.**



**VALLEY OF THE MOON CIGARS**—Union label, handmade right here at home. Most dealers have 'em. Superior quality always.

Sally's mother had had eight children in 11 years. The night 12-year-old Sally tried on her confirmation dress, her mother said, "Sally, honey, I think your beautiful," the youngster's face lit up. Then her mother added, teasingly, "Of course, I'm prejudiced."

Sally's face fell. "Oh, mother!" she wailed. "Not again!"

**HOOKEER OAKS TRAILER COURT**, Hiway 12. Groceries. Shell products. Propane gas. Trailer space in grove for rent.

**ROZARIO'S PALMS INN**, Verano. Gathering place for the discriminating. Fine food and excellent bar. **THE INSKEEPS**.

Left out another regular ad for several weeks—entirely unintentional. Perhaps we haven't been checking too closely with the printers, but these little ads are somewhat elusive anyway. Sonoma Grove is back in again — and they're still serving those wonderful Italian dinners.

**THE IDLE HOUR**, Hiway 12, at the "big curve." Jumbo deluxe hamburgers, short orders. Coors beer on draft. Drop in, won't you?

**LEE STARRETT**, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

Latest dope from the Town House, Glen Ellen. Grand opening is set for June 15, when everything will be finished and in readiness for the expected large patronage. The Amantes will be conducting the finest supper club in this part of California, with stress on fine food, drinks, entertainment and atmosphere.

**SONOMA GOLF & COUNTRY CLUB**. Clown room for after the game refreshments. Dine in our luxury room, overlooking pool.

**RICHFIELD SERVICE**, Plaza corner, Boyes. Complete car service, friendly but not forward. Bud Delaney, Proprietor.

And there's some new business expansion news in this area. Mario Saccato has established a gravel stock yard on a lot adjoining the Greengrass real estate office. Tom Giese has added a large new showroom to his sporting goods store on Jack London way, and Sycamore Lodge now has a completely new front. Pacific Tel and Tel will build an equipment building across from the Food Center, and Parsons Lumber company has a new storage yard in operation.

**Assemblyman McCollister** has served us well in the State Legislature. We should reelect him.

**FRANK'S HARDWARE**, Castner Bldg., Boyes. Complete stocks and super service. Paints, Tools, Glass, Gardening Supplies.

No great interest yet has been shown in a Moonbeams proposal to erect a huge flagpole in the new Boyes park. It would be placed in the center of a circular site, which would be walled with stone, sidewalk, and with shrubs and flowers planted inside the small enclosure. It would be dedicated to the memory of Rudy Lichtenberg, one of the Hot Springs' greatest boosters.

Cost would be about \$200, it is estimated. We'll take your contribution, or you could turn it in to 'most any of our local merchants, who will see that it is safely taken care of till used.

Wouldn't you like to be listed as a supporter of such a memorial?

**SONOMA MISSION INN, Boyes.** Known nationwide as a stand-out hostelry, where good food, drinks and service are superb.

**HAZEL'S HOUSE OF CHARM, 18375 Hwy. 12, Boyes.** Cold waves, hair styling, tints, dyes. Paris license. Eves by appoint. WE 8-5829.

A farmhouse was hit by a cyclone one morning at dawn. The wind lifted the roof off, picked up the bed on which the farmer and his wife slept, and set it gently down in the back yard. The wife began to cry.

"Don't be scared, Mary," her husband said. "We're not hurt."

"I'm not scared," he replied between sobs. "I'm just happy. This is the first time in 14 years we've been out together."

**MAC DONALD'S JEWELRY, Sonoma.** Expert watch service. Jewellery for everybody. Watches. Shavers. Watch Bands. Rings.

**GREENGRASS NOW SELLS REAL ESTATE** that Sol D. Becker used to sell. Phone WE 8-4731. New offices, 18340 Sonoma Hwy.

Nice night in June. Stars shine, big moon.

In park on bench, with girl in clinch,

Me say me love, she coo like dove.

Me smart, me fast. Never let chance pass.

Get hitched, me say. O. K., she say.

Wedding bells ring, ring; honeymoon, everything.

Settle down, married life. Happy man, happy wife.

Another night in June. Stars shine, big moon.

Ain't happy no more; carry baby, walk floor.

Wife sad. She fuss. Me mad. Me cuss.

Life one big spat. Nagging wife, bawling brat.

Realize, at last, me too damn fast.

**FIRESIDE LODGE, Hiway 12 west of Sonoma.** Barbecued chicken, chops, steaks, spareribs. Superb food. Cocktails.

**FIELDS UNION SERVICE, Main Corner, Boyes.** Union Oil products. Experienced mechanic on duty. Guaranteed service.